

## **REMARKS**

Claims 1-3, 6 and 8-10 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Halliday et al. (U.S. Patent No. 5,880,740) in view of Mellgren, III et al. (U.S. Patent No. 6,085,126). In response, Applicant has amended the claims to further define the present invention, and respectfully traverses. Applicant respectfully traverses because the cited references do not disclose or suggest that each of the control blocks itself has a function of requesting and downloading the image information from the www server and developing images in the memory based on the image information which is downloaded by the browser or by the control block itself, as in amended claims 1 and 8. This amendment is fully supported by the original disclosure on page 9, line 28 to page 10, line 27, and page 15, line 24 to page 16, line 16, and FIGs. 2 and 4.

The Halliday et al. reference discloses the use of servers for downloading image information and programs. However, Halliday et al. does not teach or suggest that the control program (control block) itself has a function of requesting and downloading image information from a WWW server. While the Halliday et al. reference discloses a computer graphical image manipulation system usable with a web browser, it merely discloses a system for manipulating a graphical composite image composed of elements selected by a user from sequentially displayed members of stored image sets. Further, the Netscape Plug-in and the Java applet in Halliday et al. do not control the download timing, and the downloading is dependent on the WWW browser. In contrast, the present invention controls the

downloading by the control block which is generated based on the display control program, which is downloaded from the server by the browser. None of the references disclose this feature.

Furthermore, as noted by the examiner, Halliday does not teach displaying the developed image corresponding to a business selected from another displayed image. The Mellgren, III et al. reference discloses a system for creating and ordering custom design imprintable media. One or more computer kiosks are coupled to a central computer, and each kiosk is configured to receive input and to access clip-art and custom designs. However, Mellgren does not teach or suggest that the control block itself has a function of requesting and downloading image information from a WWW server.

In contrast, an object of the present invention is to eliminate the problems described on page 2, lns. 2-22 of Applicants specification. An object of the present invention is to eliminate the time-consuming and troublesome successive downloading of each image from the WWW server. In order to achieve this object, it is necessary that a browser request image information and a program from the WWW server to generate a plurality of control blocks. The control blocks, themselves, have the function of requesting and downloading the image information from the WWW server and developing images in the memory based on the image information which is downloaded by the browser or by the control block. In this way, it is possible to shorten the time conventionally required to download and analyze a HTML document and to generate an image which is to be displayed. Furthermore, it is

possible to quickly display and switch the image, and to exchange data among the displayed images (pg. 3, lns. 1-9). Accordingly, it is believed that claims 1-3, 6 and 8-10 are allowable over Halliday and Mellgren.

Claims 4 and 5 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Halliday and Mellgren, and further in view of Bretschneider et al. (U.S. Patent No. 6,128,629). The Bretschneider et al. reference teaches timing regarding development and deletion of images. Applicant submits that the Bretschneider reference fails to teach or suggest the subject matter of the base claim 1 from which claims 4-5 depend. Accordingly, it is believed that claims 4 and 5 are allowable over Halliday, Mellgren and Bretschneider, and Applicant respectfully requests that the §103 rejection of claims 4 and 5 be withdrawn.

Claims 11-19 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Halliday in view of Mellgren, and further in view of Bretschneider. Applicant has amended claims 11, 13, 14 and 16 to further define that the output control means (procedure or step) causes the WWW client to output an image corresponding to a business if the image corresponding to the business exists in the memory and to request the image corresponding to the business to the WWW server and to download the image corresponding to the business if the image corresponding to the business does not exist in the memory.

With regard to claims 11-17, Halliday, Mellgren and Bretschneider all fail to teach or suggest that the output control means (procedure or step) causes the WWW client to output an image corresponding to a business if the image corresponding to the business exists in the

memory and to request the image corresponding to the business to the WWW server and to download the image corresponding to the business if the image corresponding to the business does not exist in the memory.

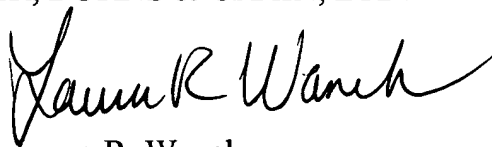
Furthermore, claim 18 has been amended to further define that each of the control blocks itself has a function of requesting and downloading the image information from the server and developing images in the memory based on the image information which is downloaded by the browser or by the control block itself. Halliday, Mellgren and Bretschneider all fail to teach or suggest these features. For the foregoing reasons, it is believed that claims 11-19 are allowable over Halliday, Mellgren and Bretschneider.

For all of the above reasons, Applicant requests reconsideration and allowance of the claimed invention. The Examiner should call Applicant's attorney if an interview would expedite prosecution.

Respectfully submitted,

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